

Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.

271

Selected list of garden plants - 1937

Add some new
faces from
South Africa
to your garden

U.S. DEPARTMENT OF AGRICULTURE
WASHINGTON, D.C. 20250
OFFICE OF PLANT INDUSTRY
U.S. DEPARTMENT OF AGRICULTURE

SWISS FLORAL COMPANY
1920 N. E. SEVENTH AVENUE
PORTLAND, OREGON

Fine Plants for the Summer Garden

THE enjoyment of garden flowers is made much easier by planting at the right time of nicely started plants in sturdy growth, for they may be set out at ample distance where wanted and soon begin to produce flowers. Real quality of superior kinds from the finest seeds such as we use assure so much more satisfaction than ordinary plants by less skillful growers.

There is a large measure of satisfaction in the use of superquality plants such as we furnish and at the low cost makes good flowers no longer a luxury. The hobby for flowers makes everyday life a more varied and richer experience, improves health mentally and physically for a garden is nature's fairest workshop where mankind may toil and fathom life's deepest secrets as plant life is only a mirror of our own, wherein we see the master's work of art in fullest glory.

Note all the plants listed here are not available at once for some must be set out early, while others are only satisfactory when set out after weather gets warm by end of May or June. Orders will be filled when stock is ready according to season and balance if any at the proper time.

A large collection of plants not listed here is available in our establishment. Please do not hesitate to inquire for your garden needs, whatever they may be as we try to be of service to all flower fanciers and furnish material of the finest quality in this region. Our richly illustrated book on Better Shrubs and Plants will be furnished on special request.

Some New or Rare Garden Flowers

To increase the joy of gardening there is no feature so enjoyable as a few plants that are a surprise by their novelty, rare and unexpected beauty and charms that appeal to all friends of the garden world. We take great pleasure in offering fine well-grown plants that will prove successful for the home gardener and the following selection includes some of the finest introductions of recent times that we have found worth while in our climate here.

Each and every garden will be a richer experience by the addition of a few of these novelties now priced so reasonably as to come within reach of modest purses.

THE NAMAQUA LAND DAISY. This marvelous beauty of South Africa with flowers of richest deep orange golden color radiating from a purplish brown to black circle is a revelation of floral splendor that thrives well in the Oregon climate and happily seems best at home in soils not too rich and rather dry as it is native to a dry country. Its silvery gray velvety foliage spread disc like over the soil is a delightful sight by itself and from the center of the crown arise the stout flower stems to a height of 20 to 30 inches bearing a solitary crown like flower, with a circle of



VENIDIUM FASTUOSUM
or The Namaqua Land Daisy

petals spread out flat and another circle of petals forming a cup around a dark colored central disk. A sunny location and substantial soil will suit this plant to perfection but planting must be done carefully so as not to disturb the rootball any; water very sparingly when needed. Splendid pot grown plants—3 for 50c. (Space them at least 12 inches). Ready towards end of May and June. By mail 65c.

THE LIVINGSTON DAISY. A gorgeous South African annual of low spreading habit ideally adapted for rockery planting to secure brilliant colors during the summer season. Flowers daisy like in numerous colors from pure white to brilliant red, pink, apricot and salmon tints. Will thrive in poor light soil and sunny locations; similar in habit to *Portulacca*. This novelty is offered for the first time. 25c each. Ready by middle of May to end of June.

TREE ZINNIA, or Golden Flower of the Inca. A large rapid growing plant for sunny locations and loose sandy soils producing flowers in late summer of the most brilliant golden orange imaginable and resembling a zinnia, growing fully as tall as hollyhocks. To be planted late. Six for 50c. Postage 15c extra.

ARCTOTIS SPECIOSA. A grey leaved daisy of South African origin with large daisy like flowers in



TREE ZINNIA

gorgeous colors of wide range, coppery to orange and golden tints, also pink to lavender and bright yellow. Thrives best in sunny well drained location and may be used for rockery planting as it is of low growing habit with rather large flowers on single stems held neatly above the foliage. Splendid novelty of great appeal. Stock limited. 15c each, 6 for 75c. By mail \$1.00.

URSINIA PULCHRA. One of the glorious South African daisies with slender almost fernlike foliage and deep brilliant orange daisy like flowers of graceful form. A golden jewel for treasure gardens of folks that love the rich and dainty charm of African flowers. Dwarf compact growth for sunny spots as border or rockery plant. 4 for 50c.

BLUE LACE FLOWER, DIDISCUS COERULEA. Dainty blue cutflower annual of good lasting quality; easy to grow in sunny locations. Pot grown pl. 6 for 50c; by mail 60c.

STREPTOSOLEN. This rich violet purple annual will flower most profusely; growing somewhat like Heliotrope, covered with its small intense colored flowers in great masses from midsummer to late fall. A fine plant to use with scarlet Pentstemon in borders or as filler between gladioli, in rockeries (or Salvia). Pot grown 6 for 50c. Postage 15c.

SOUTH AFRICAN LION'S TAIL BUSH. A new flower that grows much like the scarlet sage or salvia but makes long clusters of deep orange colored flowers that come in ring-like circles of tubular shape with a hairy covering. Truly a startling effect when they come into bloom towards fall. They must be grown in a very sunny location and set at least 18 inches apart for they grow fast and may reach 30 to 40 inches in height. This makes a sensational effect of startling novelty and color. They may be wintered over the same as Fuchsias as they are really shrubs. Price 25c each from 3-inch pots.

Useful Annuals for Cutflowers

Every garden ought to grow a certain quantity of cutflowers for indoor use and by setting out some of our extra quality plants this can be accomplished generously at small expense. Try those that suit your needs or taste to best advantage. Do not crowd the plants for ample space allows a better growth and productivity.

ASTERS. Giant Mammoth Paeony flowered.

Azure Fairy, deep lavender to blue.

Maidens Blush, soft pink.

Rosebud, bright deep rose.

Swansdown, fluffy white.

Crimson, richest red.

Improved Crego. In finest mixed colors.

Improved California Sunshine. Mixed colors, semi-single with raylike florets.

Lilliput. Flowered in mixed colors, dwarf, miniature button like flowers; especially handsome for borders and even for rockery filling. Plants of asters are usually best set out by middle of May or early June. Add some lime to soil as they like it. Dozen 25c; by mail 35c.



ZINNIA, CRIMSON MONARCH

ZINNIAS. Dahlia flowered strain.

Crimson Monarch, richest dark red.

Illumination, deep rose.

Oriole, orange and gold.

Lemon Beauty, yellow turning to russet.

Gold medal mixed, selection of all colors in finest mixture.

Picotee Delight. A florist's mixture of medium sized type in select colors of pleasing tints especially serviceable for table cut flowers.

LARKSPUR. Fine large flowered double strain exceptionally choice for cutting; easily grown. To be planted early.

Blue Spire. Very fine spikes of richest blue.

Carmen King. Vivid carmine rose, brightest color in this type.

The Empress. A pleasing soft salmon pink, much admired.

Double Violet. Deepest violet purple of rich color effect.

Plants of sturdy type, transplanted with strong root system; ready from April on. Will prove of superior value in every garden. **Dozen 25c; by mail 35c.**

ANTIRRHINUM, or SNAPDRAGONS. Excellent, easily grown cutflowers for sunny locations; fine plants from flats. **40c per dozen; by mail 55c.**

Defiance, fiery orange scarlet.

Gloria, rich deep rose, large flowered form.

Roman Gold, deep golden yellow.

Golden Nelrose, fine salmon pink with yellow throth.

Mixed, selection of all colors in mixtures.

MARIGOLDS, African Orange Ball, large globular deep yellow flowers, fine for cutting, with long stems.

African Lemon Ball, bright yellow, large flowered.

Tall French Double Mixed, many colors, fine for cutting.

These Marigolds thrive in all soils but need sunny location. **Per dozen 25c.**

COSMOS. Large flowered, single mixed early strain make splendid cutflowers, thrive best in loose, not too rich, soil in full sun. **Dozen 25c.**

SALPIGLOSSIS, or Painted Tongue; also known as **Poor Man's Orchid.** This gorgeous annual of upright habit bears flowers with the richest colors known from deep velvety purple to golden bronze, reds to pure yellow. There is nothing finer for summer use in flower beds. We offer super quality plants, pot grown, 6 for 50c; postage 15c. From flats, 6 for 25c postpaid.

STOCKS DRESDEN. Continued flowering strain; a splendid fragrant cutflower; available in richest color mixture; splendid pot grown plants. 6 for 50c; by mail 60c. From flats not potted, per dozen 50c; by mail 60c.



SALPIGLOSSIS

Plants for Window Boxes

Plants to use for window box filling and border planting. Always bear in mind that window box soil should be well fertilized for the root space is limited and extra fertility is needed to give fullest satisfaction. Choose sun-loving plants for sunny exposures and shade-lovers for locations where sunshine is scarce or short.

GERANIUMS. Grown in many sorts and various colors universally used for garden decoration. Inquire for sorts and sizes on hand. Good plants priced from 10c to 25c each, according to size. Shipping costs extra.

PETUNIAS. Equally well known garden plants for all purposes in which we offer them from 2 and 3-inch pots at 6 for 75c and \$1.10 postpaid, in the following sorts:

Pride of Portland, beautifully fringed deep pink flower.

Ruffled Heliotrope, large frilled mauve colored flower.

Scarlet Beauty, deep cerised extremely frilled form.

Lilac Beauty, a plain non-frilled in clear lilac color.

Elks Pride, deepest velvety purple color with plain edges.

White Beauty, pure white with yellow throat, finely frilled.

Dwarf Giant Ramona, sensational large flowered type of dwarf habit of growth, of variable lavender to purplish colors. This novelty promised sensational



AGERATUM

results. Limited stock, only 15c and 25c each, according to size. Petunia plants usually ready from middle of May to end of June. Early planting not advised.

AGERATUM. This continual and profuse blue flowering plant is much in demand for borders; also for window box planting where it is a mass of color all season long. 2-inch pots, 6 for 60c, postpaid.

BEGONIAS. Semperflorens or everblooming form are splendid for the garden beds, borders in porch or window boxes, as they bloom continually. They may be had in various sorts of pink and red shades and do best if set out after warm weather has started. From small pots, 6 for 75c, postpaid; from 3-inch pots, 6 for \$1.00.

TUBEROUS BEGONIAS. A luxurious large flowering plant demanding rich loose soil in shady location and continual moisture. One of the most glorious garden flowers known appearing in the richest colors possible from darkest reds to orange, pinks and white in both single and double forms, some fringed, fluted, ruffled or plain petals of great charm. We can offer collection of six well started plants, assorted colors, for \$1.65, to be sent by express only owing to brittle nature of foliage.

HELIOTROPE. Beloved for its fragrance, splendid garden flower and porchbox plant, needs warm weather before fit to plant out. From small pots — 6 for \$1.00 postpaid; larger sizes 15c and 20c each.

LANTANA. Small tropical shrub with round small flower clusters in yellow, orange and pink colors, flowering continuously. A fine plant for sunny warm locations as border plant or for window boxes, 3 for 50c postpaid.

CUPHEA. The so-called cigaret plant owing to its bright red tubular flowers with ashgrey tip, fine for window boxes and as border or rockery filler, as they flower continuously all season. 6 for 50c, from 2-inch pots, postpaid.

SWEET ALYSSUM. Dwarf gem, tiny white border flower much in use, easily grown. From flats, 35c per dozen, postpaid.

Double Trailing Sweet Alyssum, very desirable for window boxes. Pot grown plants, 6 for 50c, postpaid.

CALIFORNIA MOSS. A spreading fleshy plant with large bright rose flowers covering the foliage, best in sunny location and sandy soils; very fine in window boxes and for dry rockeries, 3 for 40c postpaid.

LOBELIAS. Dwarf border sort Crystal palace. Best low dark blue plant for edging flower beds and to fill in spaces in rockery. **Per dozen 35c and 50c, according to size; postage 15c extra per dozen.**

Lobelia Saphir. Fine trailing sort with larger flowers of bright blue and white marking in center. Much used as trailer for window boxes and for filling in rockery spaces. Priced as previous sort.

IMPATIENS HOLSTII HYBRIDS. An exquisite continual flowering plant in salmon pink, rose and red colors of fleshy begonia like texture, very fine for shady spots in rich soil; also splendid in window boxes on shady side of house. Not ready before end of May. **From pots, 3 for 40c, postpaid.**

Plants for Flower Beds and Borders

PENTSTEMON SCARLET BEAUTY. Easily grown profuse flowering plant with long tubular blossoms in sprays, flowering from midsummer to late fall, nice to use in front of shrubbery in sunny locations, rockeries or flowerbeds. Color brilliant red, pot grown plants, **6 for 50c, postage 15c. Larger size, 6 for 75c, by mail \$1.00.**

Pentstemon Hybrids. These come in mixed colors ranging from red, pink, lavender and some with spotted colors of much charm. Price same as preceding.

NICOTIANA or Flowering Tobacco, in rose and red colors make large very showy flower effects, especially adapted for filling in front of shrubs where the massed blossoms make a color effect of great splendor. Space plants at least 18 inches apart, plant in early June. **From pots, 3 for 50c.**

SALVIA, Scarlet Sage, most brilliant red of fall blooming plants of which we offer the dwarf early flowering kind only as it is the best to be had, known as Dwarf Zurich. Strong pot grown plants, **6 for 85c, postpaid; larger 3-inch size, 3 for 50c.**

PHLOX DRUMMONDII. Extra dwarf. This lovely annual for sunny spots is an ideal border plant for its rich colorful flowers are of long duration and great brilliance, splendid for use in rockery as individual clumps or little groups. Mixed colors, **6 for 50c, by mail 60c.**

Red or chamois color separate, same price.

CALANDRINIA. A little known plant of the Portulacaceae family for sunny spots in rockeries where it forms sheets of flowers of most intense clear purple of dazzling brilliance. A hardy perennial in our climate, but annual in colder regions. **6 for 50c; by mail 60c.**

PORTULACCA. Double flowering rose moss, a dainty creeping plant for rock garden filling during the summer, thrives in sunny dry spots where it makes sheets of brilliant colors during the dry season. Not to be set out before June unless seed is sown direct. Select pot grown plants, **6 for 50c postpaid; from flats 50c per dozen, post paid.**

DWARF NEMESIA. Easily grown plant forming neat clumps covered with masses of small richly colored flowers in many beautiful hues, ranging from pink to coppery apricots, reds, blues, yellows, in strange combinations. Very neat for rockeries or borders. **From small pots, 6 for 50c, by mail 60c.**

VERBENA. Large flowering sorts, such as Beauty of Oxford do make a fine supply of table flowers, although not long stemmed, but very charming. The color is a bright cerise pink. Pot grown plants, only **6 for 50c, by mail 65c.**

Mme. Belle Velland, a pleasing shade of clear pink, very fine for table flowers. Price same as preceding.



VERBENA, BEAUTY OF OXFORD

Golden Queen, fine large flowered yellow. Large flowered sorts in all colors mixed, very attractive for garden and cutting. Pot grown plants, per dozen 75c, by mail \$1.00.

PANSIES. In rich loose soil our imported truly select sorts are unsurpassed as fine garden flowers, be they in beds or borders. Sensationally choice mixture in good quality plants.

Alp glow, truly the finest, richest color so far observed in deep mahogany to brown red tints of variable intensity and large size.

Lake of Thoun, that deep intense blue with dark center has become universally admired as one of the finest Pansies existent.

Pure Gold, another distinct clear color of great brilliance in pure deep yellow. A leader in its class.

Price alike for all varieties for strong young plants at 50c per dozen, plus postage. Extra heavy plants available in limited quantity at 10c each.

VIOLA JERSEY JEWEL. This wonderful rich deep purple border plant is truly one of the finest items that every garden can be proud of and we are offering seedling plants of this perennial at 75c per dozen.

VIOLA BOSNIACA. The Bosnian violet of bright rose color is a rather rare but very exquisite rockery and border plant that will grow and flower profusely all summer, even in heavy stiff soils. Thrifty plants at 50c per one-half dozen.

VIOLA APRICOT. Rich apricot yellow of great charm in rockeries or as border plants in front of shrubbery or perennials. Dozen 75c.

Violas of other sorts are also available.

NOTE: Dwarf annuals make fine plants to replenish the rockeries by using them in small groups here and there to bring color in summer and fall, when the regular rockplants are out of bloom. These spaces are then replanted in late fall with bulbs for early spring. The following are suitable: Lobelias, Portu-

laca, Ursinia, Livingstone Daisy, California Moss, Thunbergia, Verbenas, Dwarf Marigolds, Dwarf Salvia, Dwarf Phlox, Cuphea, Sweet Alyssum, Nemesis, etc., etc.

Plants preferring partial shade are the following: Begonias, Heliotrope, Impatiens, Nicotiana, Salpiglossis, Larkspur, Ivy, Ivy Geranium, Pansies, Abutilons, Cuphea. Note that a certain amount of sunlight is essential, for continuous shade is harmful to all except ferns.



This basket illustrates one dozen of our Pansy Plants.

PANSIES

SUCCESS with flowers and gardens are always depending on soil fertility. The use of high grade fertilizers, for lawns, flowers, plants cannot be too strongly recommended for results will justify their cost many times. We carry several brands and gladly advise customers which might prove best for their own needs. Just tell us your problem as you are entitled to this service without cost.

Good fertilizers are available in small parcels as low as 35 to 75c—just enough for double satisfaction with the home garden flowers. Please do try them when planting the garden or window boxes—it's worth while.

Garden shrubs in finest assortments — Rhododendrons, Azaleas of many kinds and hardy garden plants as well as rockery plant assortments are in stock at all times.

Over 35 years of experience assures our customers satisfactory service and goods.

Bear in Mind

for all Garden Requirements

PLANTS, SHRUBS, TREES, FERTILIZERS
and GARDEN INFORMATION

SWISS FLORAL COMPANY

Phone: TRinity 9865

Portland Horticulturists with Nation Wide Reputation
Greenhouses—East 7th and Hancock
Nurseries—East 28th and Holgate
Sales Stand Public Market Bldg. — Mezzanine Floor